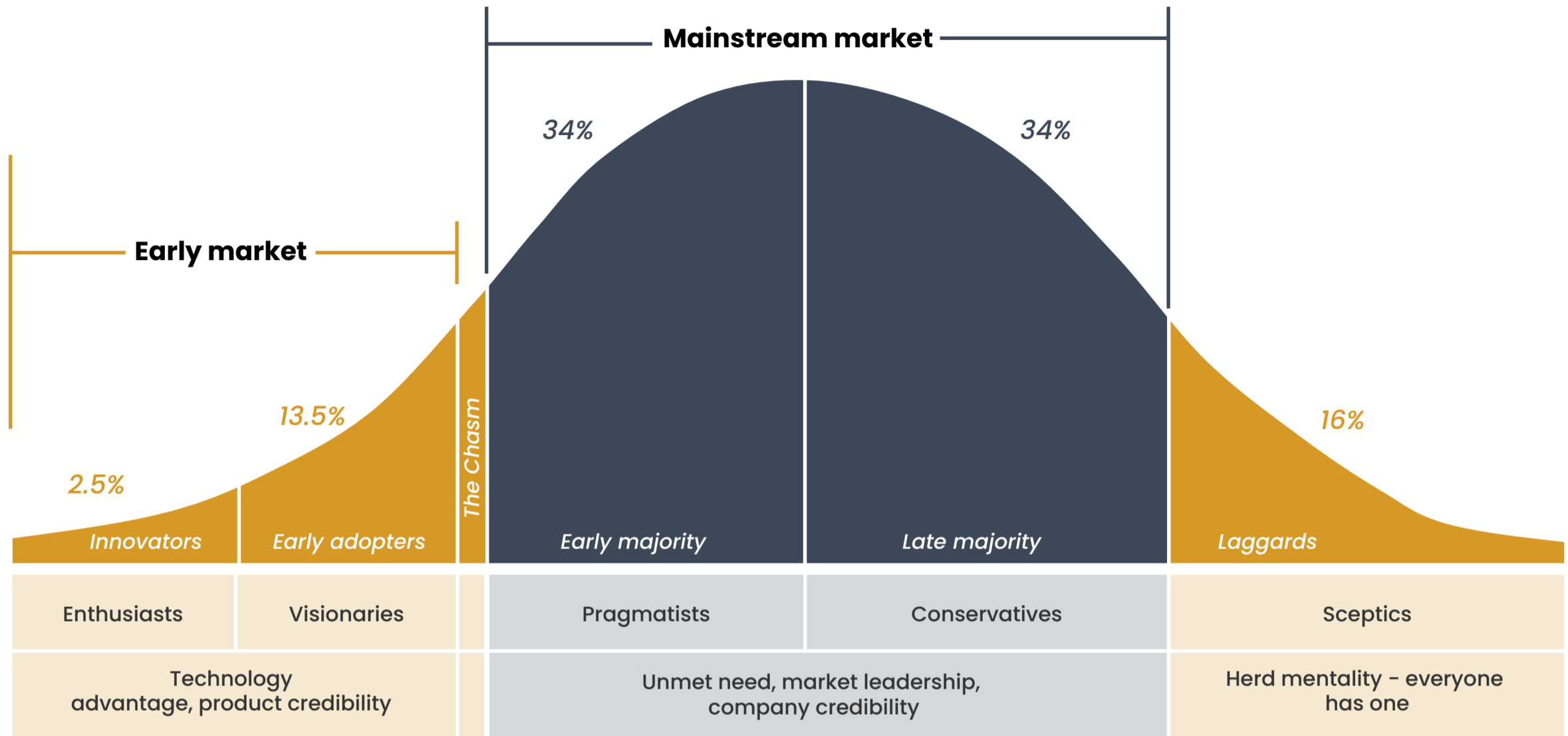


Marketing at each stage of the Life Science product lifecycle

The infographic is a guide to the marketing activities best suited to each stage of the product life cycle.

Product Adoption Curve



Marketing tools

Early market – sales led

Mainstream market – marketing led

Innovators	Early Adopters	Early Majority	Late Majority
<ul style="list-style-type: none"> Cool technology Demos Trials or free in exchange for data Peer review journals Endorsements by technical gurus 	<ul style="list-style-type: none"> Webinars Benchmarks Product reviews Scientific methods journals Endorsed by visionaries Case studies ROI calculators 	<ul style="list-style-type: none"> Show market uptake Trade press Industry endorsements, awards & customer testimonials Company reputation & brand Product support e.g. application notes Package deals 	<ul style="list-style-type: none"> Low price, discounts, promotions Easy to use (simple instructions, video tutorials, online chat) User reviews Customer support Popular press
<p>High engagement channels e.g. conferences, face-to-face meetings, special interest groups.</p>		<p>Broader channels including Public Relations, search engine advertising, social media.</p>	